

NETS Seasonal Campaign Fourth Quarter 1995

Drinking And Driving Can Wreck Your Holiday Season.

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Though alcohol-related traffic incidents have declined steadily, the statistics are still mind-boggling. For example, alcohol was involved in nearly 16,589, or 40.8 percent, of the more than 40,000 traffic fatalities that occurred in 1994. From a financial viewpoint, alcohol-related crashes, injuries, and fatalities may cost businesses more than \$20 billion annually on lost productivity, medical costs, property damage, and other direct expenses. More than \$5 billion of those costs were for health care, much of it incurred by employers like you.

As the year ends, many of your employees probably will attend holiday parties and celebrations both at work and throughout the community. By reinforcing the anti-drinking and driving messages during this quarter's NETS campaign, you can help promote the importance of safety during the holiday season, as well as foster safe, productive habits that will carry over year-round.

Once again, camera-ready art for promotional material is being provided along with helpful ideas that can be used to ensure responsible holiday gatherings and safer roadways within your community. Please contact your NETS state coordinator or the NETS national staff for additional suggestions to support your holiday campaign.

The upcoming year kicks off with the first quarter seasonal planner that will be sent to you later this quarter. Your work this past year in promoting the NETS program and traffic safety for your employees and their families is greatly appreciated, and we look forward to working with you in the next year.



Drink And Drive And You'll Get Smashed. One Way Or Another.

It's estimated that alcohol is involved in 41% of fatal crashes. If you think a six-pack will get you smashed, imagine what the dashboard will do.

Please don't drink and drive.



NETS®
Network Of Employers
For Traffic Safety

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3"x 6" Paycheck Stuffer

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3"x 3" Newsletter Ad

Drink
And Drive
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Smashed.
One Way Or
Another

2" diameter
Campaign Buttons

Copy For Your Employee Newsletter

“Bottoms Up” Without Boozing It Up

If you are planning a party this holiday season, you owe it to yourself and your guests to be a responsible host. In many states, as the party's host, you can be held liable for property damage or personal injury caused by any guest who leaves your party and drives drunk, particularly if that guest causes injury while behind the wheel. On average, six persons are killed in motor vehicle crashes every hour; drinking and driving is involved in nearly half of those deaths. Much of that impaired driving occurs after parties and other social gatherings.

When planning an event at which you will be serving alcoholic beverages, there are certain basic but important steps that you should take to make sure that your guests enjoy themselves and get home safely. These steps will remind your friends and guests that you care about them and their safety.

Initially, you should promote the fact that you are hosting a “responsible” party. Suggest to partygoers as they arrive that at least one person in their group remains sober and serve as the “designated driver” for the evening. Inform guests upon arrival that you have non-alcoholic beverages available. Be sure to provide an assortment of non-alcoholic beer, champagne, and equally attractive mixed drinks as an alternative to alcohol (see box).

Food slows the rate at which alcohol is absorbed in a person's body, and therefore should always be served. Foods which are high in protein, such as meats and cheese, are particularly effective in slowing the absorption of alcohol. Limit the

amount of salty and sugary snacks which make people thirsty. Whatever foods you choose to serve should be openly visible and attractively arranged, or even served by someone walking around the room, to encourage consumption by all guests.

“MOCKTAILS”

A good idea when planning a party is to prepare an array of non-alcoholic mixed drinks, or “mocktails.” These attractive drinks look and taste like their alcohol-laden counterparts, but do not contain any alcoholic ingredients. Try a few of the “mocktail” recipes listed below for your holiday function and enable guests to party responsibly and safely.

FUZZY NAVEL - $\frac{3}{4}$ oz. non-alcoholic peach Schnapps and orange juice

MARGARITA - $1\frac{1}{2}$ oz. sour mix, $\frac{1}{2}$ oz. Rose's lime juice, and $\frac{1}{2}$ oz. orange juice

NO-GIN FIZZ - 4 oz. lemon juice, 1 oz. lime juice, 1 tbsp. confectioners sugar, and club soda

GRASSHOPPER - $\frac{1}{2}$ oz. non-alcoholic Creme de Cacao, $\frac{1}{2}$ oz. non-alcoholic Creme de Menthe, and 2 oz. cream

PIÑA COLADA - 1 oz. pineapple juice, 1 oz. cream of coconut, 1 tsp. orange juice, 1 tbsp. cream, and 3 or 4 pineapple chunks (optional), then blend

TOOTSIE ROLL - $\frac{3}{4}$ oz. non-alcoholic Dark Creme de Cacao and orange juice

AMARETTO SOUR - $\frac{3}{4}$ oz. non-alcoholic Amaretto and 2 oz. sour mix

TEQUILA SUNSET - 2 oz. orange juice and 1 tbsp. grenadine, poured slowly over back of spoon

BOCCI BALL - $\frac{3}{4}$ oz. non-alcoholic Amaretto and orange juice

For additional ideas and recipes, consult any bartender's guide.

Be sure to serve measured drinks only on request and offer the option of non-alcoholic drinks. Mix all drinks yourself or designate one person to act as bartender for the evening. Any guests who appear to be intoxicated or impaired, as well as minors, should not be served. It is also a good idea to stop serving alcohol well before the party ends. Continue to serve snacks and non-alcoholic beverages as you allow your guests ample time to better absorb the alcohol they have consumed.

Despite all of these proactive steps, some guests may still manage to drink too much and be unable to drive home safely. As a responsible host, it is important that you intervene at this time. Offer to drive the guest home yourself, or arrange for another partygoer, who has not been drinking, to drive him or her home. If that cannot be arranged, invite the guest to spend the night, or contact a ride service. In many areas, local businesses have established partnerships with taxi companies to provide rides home for persons who cannot drive safely, the cost of which is picked up by the business. Any of these alternatives is better than allowing an intoxicated guest to get behind the wheel.

Efforts to curb impaired driving have increased dramatically during the past decade. Still, about two in every five Americans will be involved in an alcohol-related crash at some time in their lives. Be sure to do your part in preventing alcohol-related incidents. Don't let impaired driving wreck you and your family's holiday season.

Ideas To Try

- Contact a local taxi cab or bus company about forming a partnership to create a ride service program to provide transportation home for individuals who have been drinking. You can arrange for it to be a holiday season agreement, or continue the service into a year-round, long-term agreement.
- Create a list of "Duties of a Responsible Host" for your employees and send it out as a memo or post it on your organization's bulletin boards.
- Adopt a policy stressing alcohol-free parties and festivities during work hours and on company grounds. For any company functions that are held at establishments serving alcohol, consider covering the cost of cab fare for any employees who are unable to safely drive home. Solicit volunteer designated drivers from within your office or organization and publish a list of those driving for the purpose of "carpooling" to and from the event.
- If planning a company- or office-wide holiday party, hold a "mocktail contest" inviting employees to create their best interpretations of attractive non-alcoholic drinks and provide small prizes.
- Continue to use the campaign message contained in this folder on pay stubs, posters, and electronic bulletin boards.
- Distribute ribbons of a specified color to employees who have agreed to support an anti-drinking and driving campaign throughout the holiday season and year-round. The ribbons can be placed on the employees' automobiles, or to promote self-pride in the workplace, ribbons can be worn by employees for a specified period of time.
- Contact local community organizations, your NETS state coordinator, the National Commission Against Drunk Driving (NCADD), or the National Highway Traffic Safety Administration (NHTSA) for information on National Drunk and Drugged Driving (3D) Prevention Month activities. December has been designated as "3D Month" by a coalition of government agencies, private and public sector organizations, and grassroots groups throughout the nation. 3D Month is a national effort to save lives that would otherwise be lost in crashes caused by impaired drivers.
- Encourage employees to put their safe driving practices to good use. They can volunteer to provide transportation for a local Meals on Wheels organization that serves meals to the underprivileged and shut-ins.